Xenoglossophilia in Asian skincare marketing: A cross-country multiple case analysis of language choice on social media

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ABSTRACT

The occurrence of xenoglossophilia in non-English speaking countries has recently become attention among scholars due to the rise of technology. It makes it easier for brands to promote through social media content. Some skincare brands routinely post content to attract the market, thus making skincare marketing so dynamic. The objective of this paper is to explore the phenomenon of xenoglossophilia in certain countries and provide a new understanding of how English dominance, the absence of a native language, and script choice impact the situation. Thus, this study will contribute to marketers, linguists, and academics. This research was a multiple-case analysis that employed multiple-analyst triangulation in analyzing data on social media content from some brands in Indonesia, Japan, South Korea, Thailand, and China. The results of the study showed English was chosen for their promotional text. Surprisingly, brands from Indonesia have 0,005 percent of full native language frequency in their content, while brands from China employ 100 percent English in their content. Here, English was seen as the dominant language among the countries, although they still had their native language. The absence of the native language is seen in some brands from some countries for any reason. Therefore, some brands still consider having copywriting in their native script related to their main target audience. From the data, we concluded that the use of English in social media content is considered a strategy to gain more market in the global economy without purposefully irritating nationalism among the countries.

I. INTRODUCTION

The xenoglossophilia phenomenon may occur only in regions with non-English languages, such as the Asia region. Since English has become the dominant tongue in global and is

spread out throughout nations, Asia nations now boast more English speakers, and this affects their globalization, which unlocks business opportunities and international collaboration (Anwar et al, 2024; Oyebanji, 2024). Some non-English speaking countries in Asia are demonstrating the need for English in daily life for their advancement in technology. Since any development in any era will bring forth changes to the community, language will keep on switching over time and be vulnerable to change (Aisah and Noviandi, 2018). Winata (2021) demonstrates that technology development influences the way language speakers use their native language, whether at school or work, in social interactions or even on social media, particularly in non-English countries. Xenoglosophilia is a language event that contains 3 (three) elements, namely xeno (foreign), glosso (language), and philia (like) (Rahmawati et al, 2022). Xenoglosophilia is often interpreted as a language event where there is a tendency for language speakers to use foreign languages excessively when using Indonesian as a medium (Sari, 2023). This was previously expressed by Lanin (2018) that when somebody uses English, the conversation is seen as more interesting.

English is seen as a beneficial commodity in some of the less savory parts of the global economy (Cameron, 2013; Piller, 2007; Khan, 2024). Some countries have changed their view as English has now become an inseparable part of life. The mastery of English is useful to build relationships and spread information with people around the world (Maftukhin, 2023). English proficiency is one of the selling points emphasized in the promotional material put out by agencies that advertise "mail-order" brides from the former Soviet Union or Southeast Asia (Piller, 2007). In Indonesia, English was employed frequently in the national pamphlet competition (Hadi et al, 2023). In China, English is now becoming an important requirement for advancement in specific purposes, as it is a simpler way to get a job than for practical purposes (Bolton & Graddol, 2012; Bolton & Jenks, 2022).

From a sociolinguistics perspective, the use of a foreign language has proven to ensure consumers for several reasons: (1) surprising consumers to attract, instead of enjoying the native language only, (2) due to foreign language symbolic value, evoking specific associations transferred to brands, and (3) foreign languages do not only convey messages through a content but are also associated with culture (Alcántara-Pilar et al, 2024). Sociolinguistics and marketing are interconnected, particularly when it comes to the use of language in promotional media, such as language choice or preference, as demonstrated by this research.

Several scholars view xenoglossophilia as a symptom of a growing tension between global consumerism and linguistic nationalism (Rahmawati et al, 2022; Sari, 2023). While some see it as a stylistic trend (Fajri, 2022; Haryanti, 2019), others emphasize its potential to marginalize local languages. It is said that more teenagers prefer using a foreign language in their communication, especially in urban areas in Indonesia (Rahmawati, 2022), and Thai youngsters think that they follow the trends and keep up to date (Hahyesalaemae, 2017).

It has been discovered that these xenoglossophilia phenomena could lead to the use of language incorrectly or in a mixed manner in various media, including social media content. (Sholihatin, 2023). This language mixing in content has now become a trend, making it interesting to study. Sumarno's (2020) study reveals that advertisements are considered more attractive and capable of familiarizing brands with customers, and triggering more active interaction and involvement of users in marketing campaigns when languages are mixed. Thus, this phenomenon remains underexplored and needs further investigation.

Languages in marketing campaigns are considered as the product or brand's identity (Pratami, 2020) and a strategic way to communicate or convey the messages (Fitria, 2022). In such marketing campaigns, marketers consciously and deliberately incorporate English into their content. This indicates that the choice to use foreign languages in marketing content is taken into account to make products seem more modern and capable of engaging all segments of the community, especially social media users. Foreign language brands provoke consumer curiosity, then will shape the perception of the products (Villar et al, 2012), and create admiration among the customer (Losi, 2023). Foreign language is considered to have a higher value in consumer views for their belief in quality, reliability, functionality, and prestige.

Language is commonly used in social media content, whether in a national or foreign language, as a narrative text, voice, or visual, including a script. The contents will gain meaning through the arrangement of script, which may contain words, phrases, or sentences. Marketing language effects may differ as a function of contextual factors, individual differences, and consumers' bilingualism (Pogacar et al, 2017). As language is becoming more influential and multilingualism is becoming more prevalent (Teddy, 2020), marketing has become more diverse, particularly in social media, which we later refer to as content marketing.

The purpose of content marketing is to deliver information and invitations to the audience via high-quality content to enhance brand recognition, which cements the brand in the minds of the audience (Sullivan, 2013). Content marketing is a company tactic to produce relevant, valuable, and consistent content to attract audiences to increase company profits (Steimle, 2015). Similarly, it shares information about products and brands to attract interest in participating in purchasing activities that create a bond between consumers and companies (Ahmad et al., 2016). In recent years, content marketing has been increasingly used along with the number of social media platforms and their users. A content marketing strategy will not be successful if the content shared is not consistent and relevant to the product or brand offered (Steimle, 2014). This strategy needs to be followed by the creation of true, real, and transparent content so that it can create audience trust in the product or brand (Kee and Yazdanifard, 2015). This is because social media can affect the customers' interest in buying the products (Sasmita and Kurniawan, 2021).

The use of social media content is common for many brands, including skincare, to gain attention from the audience. The numerous skincare products currently circulating in the community have compelled marketers to create promotional content that is as visually and narratively appealing as possible on social media platforms like Instagram. Instagram is the two largest social media, with 85,3% of its users aged between 16 and 64 years old (Annur, 2024). It is considered multimodal, which elaborates information through any sign (text, visual, or sound) that has evolved into a visual linguistics platform, presenting it through various scripts (Veum, 2023; Murgiano, 2021). Skincare products themselves are one constituent of the cosmetic industry, which in 2023 recorded a stunning growth of 21.9%, with the number of companies in this industry increasing to 1,010 locally (Indonesia.go.id, 2023). The cosmetic industry's expansion can be attributed to the treatment segment market, which encompasses skincare and personal care, reaching a market volume of 3.16 billion USD in 2022 (Indonesia.go.id, 2022).

Since the skincare marketing has become a global market dynamic, the promotional content now penetrates the internet massively. The presence of more visual and textual content in the content encourages researchers to investigate the language and linguistics areas more deeply. The use of language in skincare marketing can be seen in Khazanah et al (2023). They elaborated that English was the predominant language used for copywriting in the local cosmetic advertisement boards, including brand and product names, taglines, slogans, and descriptions. The findings also show that the choice of Bahasa Indonesia in brand names was preferable as it projected the products' national identity in the global market and consumers' national pride. From this perspective, skincare marketing is relevant to the xenoglossophilia topic.

In general, companies use English to attract customers to buy their products (Andriani, 2021). The use of English in promotional content creates a perception that the products are modern, prestigious, and powerful, effectively shaping and manipulating customers' perceptions (Gustiani et al., 2022; Kasiyan, 2008; Diantati et al., 2018). However, there remains a notable gap in research on the dominance of English in social media content, particularly within the skincare industry across non-English-speaking Asian countries. To date, no comparative studies have examined how English operates as a dominant linguistic choice in cross-country skincare marketing, nor has there been extensive linguistic analysis of Instagram posts in this context. This study therefore investigates how English dominates skincare social media content across different countries, how the absence of native languages reflects particular branding strategies, and how script choice relates to the intended target audience. The purpose of this paper is to explore the presence of xenoglossophilia in skincare social media content across countries and to provide critical insights into how language preference and script choice vary in skincare marketing, as well as how the dominance of English contributes to constructing global prestige in skincare branding.

II. METHOD

This paper employed a mixed-method approach, combining content analysis with quantitative frequency counts and qualitative interpretation. It combined text mining of social media content from 10 brands in the Asia region. The non-English countries chosen were Indonesia and Thailand from Southeast Asia, and China, Japan, and South Korea from Northeast Asia, which represent 35% of the global skincare market (Rellie et al., 2024).

The research was a multiple-case analysis that employed 2 selected brands in each country. Researchers selected two brands per country for purposeful sampling, allowing for an in-depth study of their Instagram content, focusing on language choice and communication strategies. This selection was based on a qualitative approach that emphasizes depth over breadth: the number of brands obtained provided the opportunity for rich and in-depth analysis, following the principle of purposive sampling to find information-rich cases. Furthermore, the literature indicates that sample size in qualitative research is highly contextual and depends on the study's objectives, data quality, and resource constraints; establishing too large a sample tends to compromise the quality of the analysis. Therefore, this approach is considered adequate and methodologically sound for an in-depth review of language patterns and content styles on social media platforms (Bouncken, 2025). The criteria for brands were: (1) sustainability of the brands for at least 5 years, (2) have at least 5 years of durability on Instagram, and (3) have at least 40 posts in the official account.

These brands were observed for 6 months until mid-2024. From their accounts, we got 947 contents conveniently mined by a crawling web to be analyzed. The obtained data were then subjected to coding to discover the use of English in the content. Coding was applied by considering the part that used English: (1) sentences, (2) phrases, or (3) words or terms in the content. Additionally, coding was done to see whether English was used partially or entirely in the content narrative. Meanwhile, the disclosure of perception of the use of English in the skin care product promotional contents will be reviewed using a literature study by comparing some relevant literature.

In analyzing data, we used multiple analyst triangulation which two researchers participated to analyze the data, then checked with Inter-Coder Reliability (ICR) score. It would give validation to the data. The process of analyzing data involved the following steps:
1. Familiarizing: The data were transcribed, read, and re-read to gain an initial understanding of the content.
2. Coding: Key phrases and segments of the data were labeled with descriptive codes to capture significant themes and patterns.
3. Counting Percentage: The same labels were counted as percentages.

4. Interpreting: The data were interpreted in light of the research objectives and existing literature to provide meaningful insights into the use of foreign languages in digital media in shaping language attitudes.

III. RESULTS AND DISCUSSION

Patterns of English Dominance

This research examines the language use in social media content related to skincare products from five different countries in Asia. Each brand usually has more than one skincare product. The major finding of this paper was the usage of English as a foreign language. English was identified as the preferred language in social media content of skincare brands across various countries. It was used in the form of a single word (W), a single phrase (P), or a sentence (S). Based on the two inspections from multiple researchers, the same result was revealed as follows.

Table 1. Frequency of content containing English

Country brand	Details of brands			English Inspection I			English Inspection II		
	Sustain-ability (years)	Instagram Dura-bility (years)	Number of feeds	W	P	S	W	P	S
Indonesia brand 1	30	13	5762	75	40	9	75	40	9
Indonesia brand 2	11	8	2337	7	12	83	7	12	83
Japan brand 1	40	7	893	16	23	11	16	23	11
Japan brand 2	153	11	3820	0	1	99	0	1	99
South Korean brand 1	12	7	1684	0	0	100	0	0	100
South Korea brand 2	24	11	2836	11	7	58	11	7	58
Thailand brand 1	7	12	1057	25	57	5	25	57	5
Thailand brand 2	37	7	1725	13	80	1	13	80	1
China brand 1	20	6	47	0	0	47	0	0	47
China brand 2	5	5	608	0	0	100	0	0	100

The intercoder reliability of the research shows that both inspections are reliable since the Kappa score value 1. It means that the data was consistent. The proof can be shown as follows;

Symmetric Measures

	Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement Kappa	1.000	.000	6.884	.000
N of Valid Cases	10			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Picture 1. Cohen's Kappa Value, Source: SPSS.

The use of English in the sentence appears to give the brand that employs it a high profile. Table 2 below enlightens us on how skincare promotional text contains English in its contents. Mixed-use indicates that English is used alongside the native language, often in the form of code-switching or code-mixing.

Table 2. Number of English Dominance in Content

Brands	Inspection 1		Inspection 2		Average	
	Full English	**Mixed**	**Full English**	**Mixed**	**Full English**	**Mixed**
Indonesia brand 1	1	98	1	98	1	98
Indonesia brand 2	27	73	27	73	27	73
Japan brand 1	0	47	0	47	0	47
Japan brand 2	99	1	99	1	99	1
South Korea brand 1	100	0	100	0	100	0
South Korea brand 2	0	75	0	75	0	75
Thailand brand 1	0	81	0	81	0	81
Thailand brand 2	0	87	0	87	0	87
China brand 1	47	0	47	0	47	0
China brand 2	100	0	100	0	100	0

Full English content was classified as an English sentence, while mixed language content was classified as the emergence of a word, phrase, or sentence, which sometimes appear together in a post. Thus, a content may contain more than one code.

From the result, we know that brands from Indonesia have English as the dominant language, as it stands alone or mixed with the native language, Bahasa Indonesia. Meanwhile, the brands from China always use English in their social media content. Uniquely,

brands from Thailand never employ full English in their skincare promotional text on Instagram. Below are examples of English use in promotional text on social media.

Table 3. Example of English Use in Promotional Texts Source: Instagram, 2024

Brand Country	Full English	Mixed
Brands from Indonesia	In this wonderful journey of Hajj, every prayer becomes a voyage of the soul. Amidst the bustling crowds and serene moments, each step unravels a profound journey of soul-discovery. May this journey embrace self-reflections, revealing deeper layers of our imaan. May Allah bless your hajj and accept your prayers.	Setiap perubahan bisa dimulai dari langkah yang paling sederhana.. dan semua bisa kita #MulaiDariMejaRias ✦ Grow a greener future Start soon, March 2024
Brands from Japan	Ace your sunscreen game with a non-greasy formula that won't weigh you down during a workout. Ultimate Sun Protector Lotion SPF 60+ creates an invisible layer of defense that's strengthened by heat, water, and sweat. #ShiseidoSuncare #ShiseidoSkincare #SunSkinCare	【Instagram LIVE アーカイブ】 雪肌精みやび×羽生結弦選手　スペシャルフォトブックキャンペーン 🧡
Brands from Thailand	-	ออกอวดความสวยใส👻 ปาร์ตี้ฮาโลวีนคืนนี้ต้องมีฮัก! ด้วย SNAILWHITE ESSENCE WATER ตบแล้วใส ไม่สยอง ✦ #SNAILWHITE #HAPPAYHALLOWEEN
Brands from South Korea	Now #trending in the motherland, KOREA! ✦ ☞ Mix #Cica with #VitaminC for #healthyskin results Boosting Collagen synthesis, combining these two will help with evening out the complexion, along with skin regeneration (giving you the best of both worlds 😎) 🤔 Comment below, What are some of your secret skincare combos? You know we don't like	#미샤 #MISSHA 다 똑같은 팔레트 NO! 내 취향 컬러만 쏙쏙! 원하는 대로 착착! 미샤　모던섀도우　전용　공용기 팔레트에 나만의 컬러를 채워보세요! ✔️☐지금　에이블샵에서　모던섀도우

gatekeepers here 😆		4개 이상 구매 시 공용기 증정!
	-----------------------------	Say NO to the same old palette!
		Pick your favorite shades!
		Arrange them your way!
		Get creative with the MISSHA Modern Shadow Multi-Palette!
		Get a FREE palette case when you buy 4+ Modern Shadows at Ableshop now!
Brands from China	Finding a sanitizer to share with your pawfriends? Our pocket sanitizer spray kills up to 99.99% germs & bacteria. Plus, it's pets friendly! 🛍 #CHANDO Beloveus Pocket Sanitizer Spray #CrueltyFree	-
	Stay tuned to find out more!	

From the examples above, we notice some findings in language choice in social media content, which turn out to be about English dominance. Through English, they may reach other markets instead of their own netizens. English was used for commercial purposes as the creativity of an agency or content creator, thus can deliver a broader prospective consumer (Moehkardi et al, 2025). For some products, the use of English in promotional media branding highly increased the popularity, business competition, buyers' curiosity, and vocabulary, and it became the symbol of modernity for the users of the products (Gustiani S, 2022). Not only in Indonesia, English was also seen as a high-profile language that has a great appeal to shoppers (Mazzaro et al, 2024; Andriani, 2021). Some people saw that the brand in a foreign language will increase the purchase decision of cosmetic products (Rachmawati, 2016). From his point of view, English has its role to be a prestigious language that gives high value to products and branding.

The surprising findings that brand from China use 100 percent English and those from Indonesia consistently used English in their post. Related to the linguistics commodification theories (Cameron, 2012), English is sort of strategy to get international reputation, that reflects in an Indonesia brand's campaign as well "From Local to Global. By using English in their posts, the brands aim to get attention as a global brand, which enlarges their market through social media.

Absence of Native Language in Branding

Interesting result shows that the use of native language by each brand was highly varied. For example, the brands from China did not use either the Chinese language or the alphabet. Rather, they used a foreign language, in this case English. Many of these brands used English even if their audience was mostly from the country where their account was based. Table 2 indicates that some brands never allow full native language in their social media content.

Below are the results of the analysis of how native language and foreign languages were used in the promotional content of skincare products.

Table 4. Percentage of Full Native Language Use

Brand Country	Content count	Percentage (content count/N)
Brands from Indonesia (N=200)	1	0,005%
Brands from Japan (N=200)	53	26.5%
Brands from Thailand (N=200)	32	16%
Brands from South Korea (N=200)	25	12.5%
Brands from China (N=147)	0	0%

Surprisingly, brands from Indonesia only have one piece of content in their native language on their Instagram narration. They tend to use English in the caption of Instagram rather than Bahasa Indonesia. Generally, the use of full native languages such as Bahasa Indonesia, Thai, Japanese, and Korean is still in small amounts of content.

Brands from China refrain from using Chinese/Mandarin in their Instagram captions. They prefer to use English in every single text of their content on Instagram. China's situation is unique, resulting in a different outcome for native language use compared to other countries. Since their Instagram's base moved to another country due to the ban on foreign social media in China (Agustine, 2024), marketers have opted to use full English in their content. They might think that there is no point in using their native language anymore on Instagram because native speakers need to use a VPN to access Instagram, while they have their domestic social media like Weibo (similar to Instagram). They may be gaining more opportunities in the global market rather than in their own homeland.

Nonetheless, the absence of a native language cannot be identified as a degradation of nationalism (Moehkardi, 2025). It is just how a foreign language is used as a tool for the global market. In spite of everything, most people prefer to read product descriptions in their native language instead of in a foreign language. In Indonesia, people deemed Bahasa Indonesia to get a better understanding of the product (Khazanah et al, 2023). That is why the content creator somehow mixes the native language and the foreign language used in the promotional text. The content creators do not wish to lose opportunities to get a bigger market by only creating content in their native language, because there is a hope that the brands are able to reach foreign people, immigrants, or diglossia. Here, English as a foreign language serves as a commodity, used to advertise (Cameron, 2012; Khan, 2024). Moreover, the favor of choosing language can be motivated by belonging and cultural exploration (Wagiati et al, 2024), which points out that emotional factors can take a role in language dominance and communication strategies in a digital environment (Mahiroh, 2024; Rahman, 2024).

For Indonesia, this finding directly contradicts the literature (Khazanah et al., 2023) that suggests a preference for Bahasa Indonesia for national identity in the promotional brand. The posts were written in English because we believe that we need to be a global and

modern brand. As modernization is not the same as westernization, it is possible to experience or gain knowledge of something without taking it seriously or adopting it (Lauder, 2008). Thus, mastering and using English does not mean that we eliminate our nationalism. A person's nationalism is determined by how much love and loyalty they have for their homeland, not by what language they use to communicate. In the current era of globalization, it will be very important if we are able to master foreign languages so that we can minimize misunderstandings about other cultures entering Indonesia. The use of foreign languages remains important and does not mean they do not love the national language. They still appreciate the national language and behave as Indonesians.

A rising question of why would brands in a country with strong national pride (Indonesia) virtually abandon their native language online can be answered if we look through the results of some research that millennials, as brands' target market, seemed to be confidence in choosing English as means of communication on social media (Harjanto, 2021; Gao et al, 2015). The results may encourage brands to use English in their posts, to approach the market, and establish a good, strong, and global reputation brand. It is good for the business and economic stability, so that more domestic enterprises to go global. This might reflect a specific "global" brand identity aimed at bypassing nationalist sentiments

Script Choice and Audience Targeting

In providing promotional text, some brands created content using their native script. In some ways, we can call it a native alphabet. The elaboration of the script choices in this research is as follows:

1. The brands from Indonesia presented the Latin alphabet, either in Bahasa Indonesia or English.

> *Beauties, find your perfect NMF Amino Face Wash with Wardah!* ✦ *Wardah Renew You NMF Amino + Ceramide untuk meremajakan kulit dan mengurangi garis halus.*
> (Translation: Wardah Renew You NMF Amino + Ceramide to rejuvenate skin and reduce fine lines.)

This script is considerably for all Indonesian people, with the target audience of the content being middle-aged people, as its text "mengurangi garis halus (reduce fine lines)". The existence of fine lines in skin is identical to people around 30 years old (Pratidina, 2025). The skin care is projected for women as the brand calls her followers *beauties*. The use of the Latin alphabet in Indonesian brands is utilized by all Indonesian brands.

2. The brands from Japan provide the Japanese alphabet (Katakana or Hiragana) in their promotional text.

> 見分け方は、ボトルの下部に記載された （**ENRICHED**)のマーク🔟
> (Translation: How to find it out is written on the bottom part marked as (enriched)).

Japanese brand 1 always provides the Japanese alphabet in every single content. On the other side, the Japanese brand 2 only employs the Japanese alphabet in one content. The consideration of language activity in the copywriting of the content, usually affected by who the target audience is. Japanese brand 1 highlights the substantial copywriting in its native alphabet to propose a better understanding of the essential information. While the Japanese brand 2 sees the audience as global viewers that may come from all around the world, so they use Latin alphabet frequently.

3. The Thai language is found in some of the promotional content of brands from Thailand. The narrative was written in the Thai alphabet.

> 🧚 *Gen Z* เพิ่มความแข็งแรงให้ผิวเปล่งประกาย 😊 😊
> (Translation: Gen Z improves the strength to make the skin shine)

The Thailand brand 1 dan brand 2 usually provides Thai alphabets in their contents consistently. They will involve other language terminology, such as English, when it seems difficult to find similar words in Thai, for example, *Gen Z, Oil Control Foundation*, and *beauty glow drops*. From this view, we knew that the contents are projected for Thai netizens, although the algorithm of the platform can bring them out.

4. Similar to the Thai situation, the South Korean language found as content was written in Hangeul, or the Korean alphabet.

> 기다리셨죠?24 년 더욱 빛나는 사나의 *NEW LOOK*, 드디어 공개!!!
> (Translation: Sana's new look, which shines brighter after 24 years, is finally revealed!!!)

Yet, only the South Korean brand 2 revealed this Hangeul along with English. This is because the target audience of brand 2 is South Korean people who have strong confidence in understanding information in their native language. The brand 1 uses the Latin alphabet, written in full English, to get more attention for the global market, since the Korean brand is now rising.

5. Brands from China
   All brands from China this paper provide the Latin alphabet, written in English.

> *Convenient multi-purpose #sanitizing wipes. Keep yourself 99.9% bacteria-free by using it on your hands, laptop, and even public toilets! #sanitizeeverything. Stay tuned to find out more!*

The brands from China were a little bit different since they had no account base in their own country. Rather, they had it in other countries such as Singapore or the UK. This might have been the result of policies applied in China regarding the use of social media. China had banned the use of Instagram as a response to the pro-democracy protests,

which lasted for a week in Hong Kong in September 2014 (BBC, 2014). As a consequence of this policy, Chinese brands used an account base in countries where their products were exported, and as for their official account, they took the bases in other countries. As a result, all of their content is in English. The Chinese government considers social media to be crucial in influencing its citizens, hence it needs to create a barrier to information access. China is sensitively strict on foreign social media platforms (Twitter, Facebook, and Instagram) due to: (1) political control, China controls digital life and information for its stabilization in governance; (2) security concerns, foreign media use has a negative correlation to central government; and (3) economic interest, China supports domestic technology enterprises to develop similar platforms so that China remains evolve the advancement (Yu et al, 2022; Agustine, 2024).

Script choice is one of the linguistic areas that enables individuals to link themselves to communities and identities. A written transcript allows us to analyze the social setting or circumstance. Through this research, we know that all brands are racing to reach large customers by providing information in their promotional text in social media content. They tend to provide clear and vivid information in any script that they believe it will give deeper knowledge to the customer. The clarity of information provided by it can lead to a purchase decision (Maalouf et al, 2024; Alhassan et al, 2023), ensuring that brands don't abandon their native alphabets. They prefer to bring them align with the translation in English so that everyone can enjoy the information since they now live in a bilingual or multilingual environment (Luk, 2017). The emergence of English might imply the "emblematically" situation that no matter how they decode the meaning, recognizing the language script can make associations between the brands and the global, as English is known as a global semiotics commodity (Cameron, 2012).

IV. CONCLUSION

Our analysis shows that English is a powerful tool for influencing and manipulating customers' perception and behavior, without having to confront nationalism. Using English in their promotional content would leave a perception that the products were modern and had some prestige in the customers' eyes. Therefore, companies use English to attract customers to buy their products. As a result, a foreign language can be a great strategic implication for marketers to bring insight into the brands without irritating nationalism. English is an acceptable language choice for marketers or content creators when creating promotional content. They should provide copywriting not only in English but also in their native language. Marketers have to adjust their language and tone to local cultural norms to create trust, enhance relatability and memorability in campaigns, and make sure their messages resonate with specific target audiences for greater campaign effectiveness and global expansion. This can be a win-win solution to use English in skincare marketing without alienating the local audience.

This research highlights the comparison of countries with non-English languages, revealing that all countries involve English, aligning with their native language to give a better understanding of the information about the brands. The choice of language used in social media content was intentionally and emotionally bound to mixed-language, which was sometimes written in native alphabets. The increase in foreign language choices coincided with an increase in bilingual or multilingual environments. In order to avoid being left behind in a multilingual environment, it's crucial to encourage Indonesian and other non-English-speaking citizens to master English to help them understand messages and communicate, both through formal education and informal, as well as their native language. The government should not restrict citizens from using English as their language of communication, but it must improve and be more practical in the curricula for their language teaching. Thus, citizens can acquire both of native language and English well.

Based on these findings, our suggestion is to allow youth languages to be dynamic, ensuring that the native language is preserved while foreign languages are recognized more. Since this research has limitations, we encourage other scholars to investigate more brands to be representative of countries, and also non-verbal language found in social media content for further research. This could shed light on how customers take into account non-verbal language that reflects their culture.

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